







BM1 MORPH



MAKE THE  
ABILITY OF  
TECTURAL  
STERS OF  
MENT CAN  
E/WITING  
AL FROM  
ILITIES OF  
ITSELF.  
FACING &

ROVE  
IES IN  
ECTS  
THE  
ENCE,  
THE  
OF  
FFLE  
BY  
OF

CTURE

ER]

INAKA  
S

ITS RESERVED

THIRST  
AN FRANCISCO  
CES LOS ANGELES

QUE:

8-4722 USA

4, NY 10027 USA

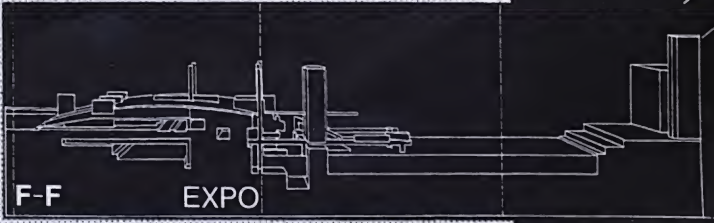
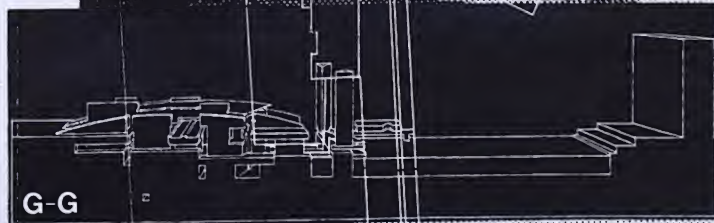
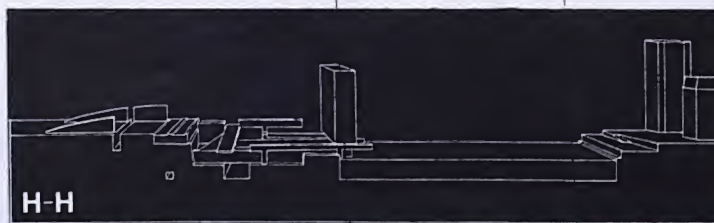
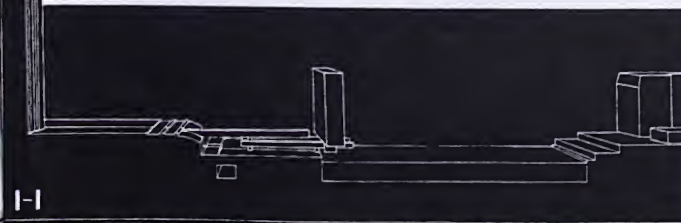
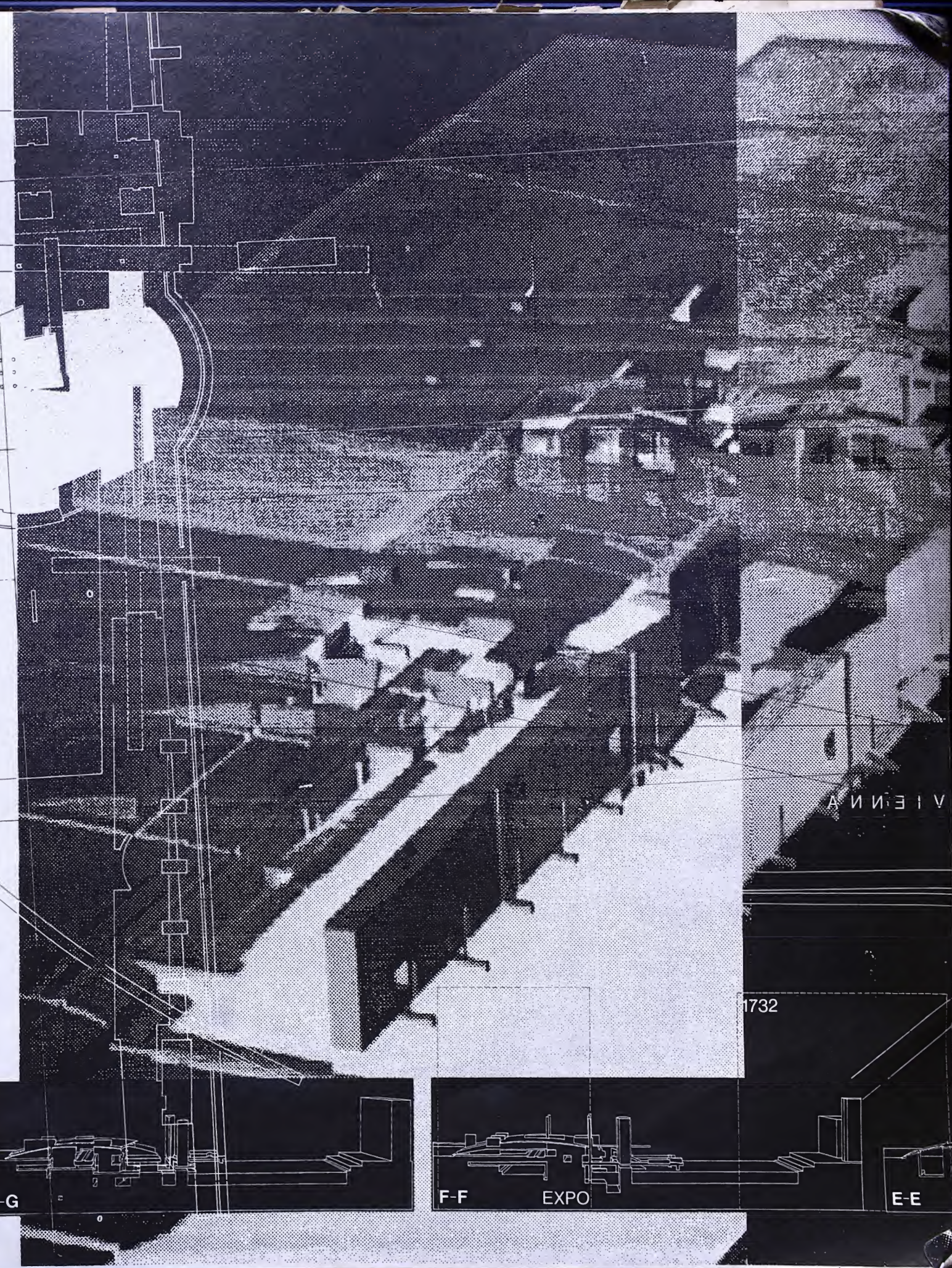
FLEMING  
& PUBLISHER

ERICA

USA, (718) 387-6471

EDIA PUBLICATIONS

"...[T]he language of the city... Evolution has a property it shares with some sciences, but which makes it different from others. Composed of the architectural facts of buildings and the geometric conditions of their spatial order, cities can be observed and appreciated objectively. The theory of natural selection states plainly that given complex (living, and near-faithful reproduction, non-random change will happen; but it cannot possibly predict the course it will take. The use of this found status and its "reinterpretation" into the present circumstance becomes the basis for our investigation. Even the fullest account of Darwin's theory, buttressed by the fullest catalogue of available facts, cannot explain why a single bird's beak is blue. Mutation is random, so evolution is not deterministic. Scientists have only recently grown excited about non-determinist ideas, and in particular about what they call chaos: any system which can reach unpredictable results from predictable beginnings. The work becomes the intersection of these human, physical, imaginary, and biological conditions. These projects are not based on the notion of singular, hierarchical ordering ideas, but on the interaction of multiple organizing systems. A butterfly's wingbeat leads eventually to a hurricane, a termite locus leads to a plague, a dictator's whim leads to a recession. What happened in the 1980's was that people stopped thinking of such trains of events as either deterministic in principle, or random, and realized that they could suddenly and predictably turn chaotic when just one starting condition was changed. This discovery astonished physicists, who had no conception that a bouncing ball or a turbulent air flow could be tackled by such mathematics; it amazed biologists, who had not realized that an inoculation program against measles could result in fluctuating epidemics. It introduces the mathematicians to a whole world of bizarre consequences of what they called non-linear systems. The energy and focus of the work now concentrates on the interrelationships, order and the accidental collide in increasing numbers of possibilities. Yet as Robert May of Oxford University, one of chaos's founders, says, the surprise is not that chaos became a science but that it took so long to come together. Applied mathematicians all over the world—not least in the Soviet Union—had come across the phenomenon, but had not realized their extent or significance. Why not? Partly because each was working in his own discipline and did not know what was going on in others. The possibility of selecting and recomposing the various specific conditions idiosyncratic to each site is the departure point for an organizational strategy which synthesizes new inventions capable of addressing the complex and diverse demands of the contemporary city. It is often at the boundaries of two disciplines that science gets interesting. The projects concern themselves with the interaction of man-made architecture and natural landscape. Also, for all the success of Darwin and Werner Heisenberg, determinism ruled in science. But a third reason was that complexity, until recently, was not something scientists liked. Chaotic systems grow complex from simple roots. Science usually prefers looking for the simple roots. They attempt to develop a strategy which links a site investigation to an architectural language by directing a focus to the physical and by drawing on all of one's senses—an architecture which is interested in making natural environmental processes integral to the making of the built world. ARISTOTLE'S WAY... Talk to four professors in the Max Planck Institute for solid-



3M1 MORPHOSIS/SPARIS - ARCHITECTURE ET UTOPIE COMPETITION

1732

VIENNA



PARIS

1 125 150 100m

D-D

186.0

S E I N E



...and they will confront complexity as the next real challenge. Solid-state physicists (one physicist has been working with one electron at a time. Now they must learn to work with thousands). But atoms behave in large crystals can be quite different from how they behave in small ones, says his chemist colleague, Fritz Simon. Understanding a crystal full of sodium atoms is qualitatively different from understanding one atom, says Pat Martin. The work is about the land's surface (hence its orientation to the buildings' sectional characteristics) as it affects the ordering of activities and the connecting linkages servicing them. Could the corridor, Peter Fude, a theoretician, says to treat electrons traveling through a solid in the way much of physics does is like treating cars in a traffic jam by averaging each car's position and effect on each other. Forgetting the "average" position of a car is of little interest. It is the same story in other fields. PARIS at the end of the 20th century is a city where there exists many strata of history. Present is the Cartesian grid of ancient Rome, the labyrinthine network of streets from the middle ages, the ambitious formal axial planning of the 19th century, and the modern city with its network of high speed transportation systems. Ecologists want to understand how the whole Serengeti works, not just the three species eating each other in their laboratory, or why a heron lays a million eggs and an albatross one. Neuroscientists want to know not how one cell affects its neighbors as it reacts to stimulation, but how whole networks of cells behave. All of these confirm or deny the existing geographic structure which defines limits and global connections. The site utilizes fragments of these found organizations to generate a new order. Climatologists want to know which parts of the world will be hotter and which cooler if the atmosphere becomes 3 degrees warmer. Economists want to understand trade; planners want to understand traffic. To some extent, this is another example of seagulls following the plough. It is because tools are now available to reduce complexity - computers - that the subject is suddenly of interest. Science is, in Peter Medawar's words, "the art of the soluble". POTSDAMER PLATZ... The proposal for Potsdamer Platz and its periphery strives for a simultaneous condition of wholeness and harmony, and a sense of contradiction and opposition which are so much about contemporary Berlin. A good scientist knows that the trick is to choose a problem that is ripe for solution, both because the technology is there and because the concepts are in place. This explains the abundance of examples of simultaneous discovery in the history of science. The rich and varied history and tradition of this site are used as a new starting point for the future. Adams and Leverrier found Neptune at the same time and accused each other of plagiarism, contributing mightily to a mood of Anglo-French dislike. Newton and Leibnitz; Darwin and Wallace; Gallo and Montagnier, the list is long. Scientists speak of the "inevitability" of discoveries - in sharp contrast to other historical events. The structure of DNA would not long have stayed mysterious if Francis Crick and James Watson had not existed. Our scheme is left in process, unfinished... open toward the future. It is about tension, in itself a manifestation of the modern big city. James Watt was not indispensable to progress, though the steam engine was. There is irony here Faraday's invention of the electric motor has done more to change your life today than Lee's defeat at the battle of Gettysburg. But who can doubt that history would have taken a different course

P A R I S

1732

EXPO

SM3 MORPHOSIS POTSDAMER PLATZ

COMPETITION



p BERLIN

1784

1936

1945

1961

1990

2000

25

50

100m

6M4 MORPHOSIS POTSDAMER PLATZ


15 MORPHO



Tiergarten and the inner city. Col. John Barrow, a cosmologist at the University of Sussex, sees a more fundamental reason for complexity's prominence. He says there are two great traditions of thought: Plato's, which seeks the underlying simplicity of the world; and Aristotle's, which emphasizes the world's diversity and complexity. The former tradition has sustained science in its quest for unity and simplicity. The postulates of Euclid, Newton's laws of motion, the second law of thermodynamics, the equations of relativity and quantum mechanics, the periodic table of the elements, the genetic code, the principle of natural selection: all are in

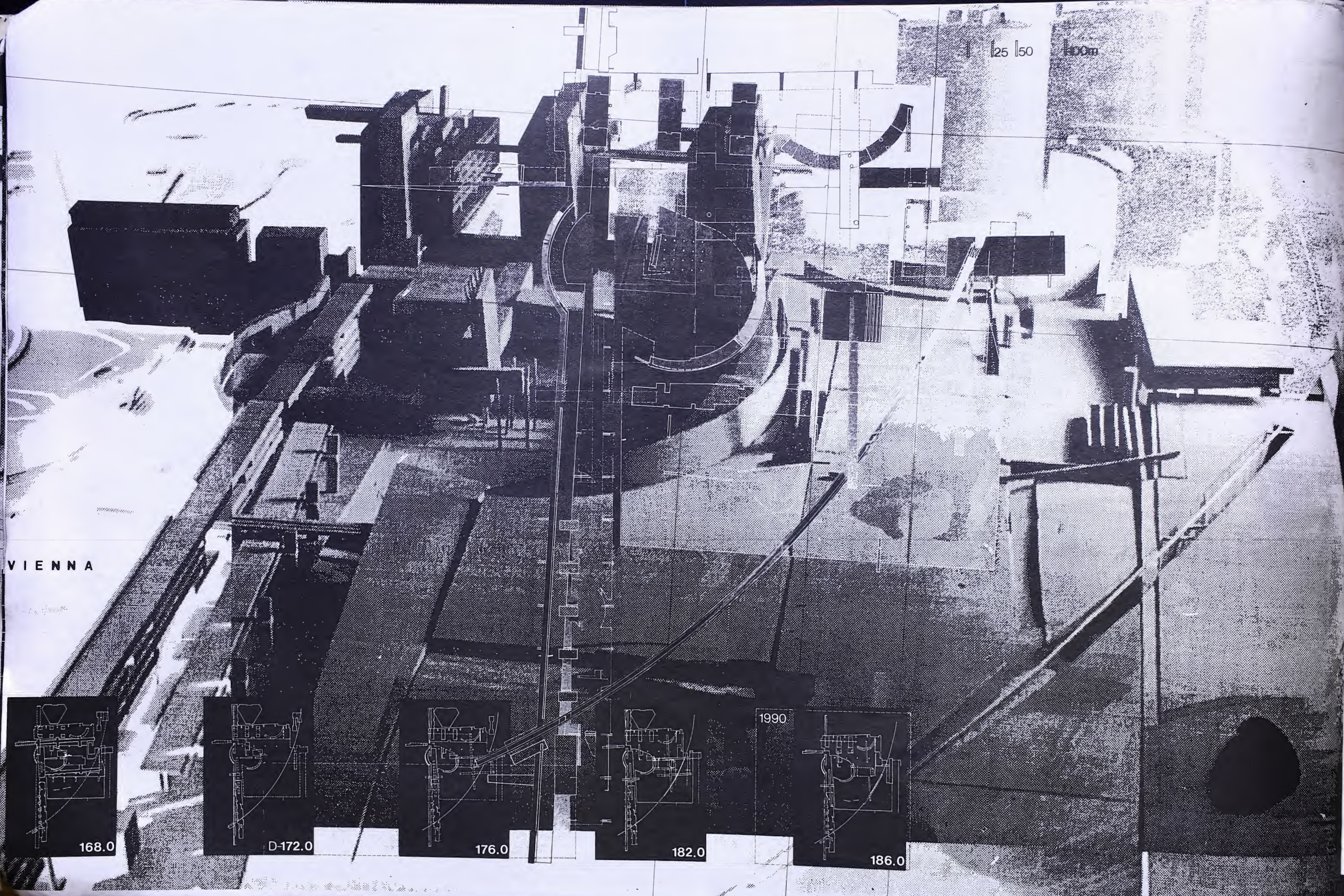
The design strategy attempts to intensify this condition—a type of three dimensional abstract map. The site is the departure point for a mapping procedure, derived from elements of found conditions, marking the ground planes which talk about rhythm and measurement.

11-10-1971



**EXPO**





VIENNA



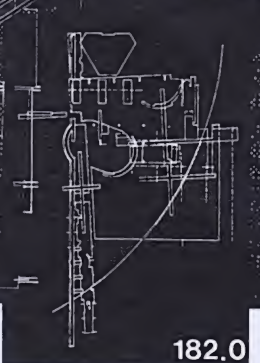
168.0



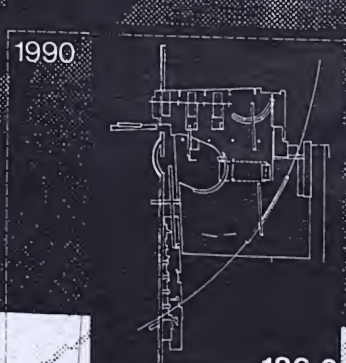
D-172.0



176.0



182.0



186.0

1990

"The old E  
same as  
torment) v  
tripalium  
ture).

# Tourism Elizabe

In disting  
ated and  
merical  
dicts that  
tourism w  
start to re  
of strenu  
full circle

In a time  
which mo  
lute spe  
travel cur  
activity. H  
ism, relat  
phies, his  
reconfigu

In the co  
sightseer  
ure. His  
ample, in  
stand on  
to occupy  
celebrity  
manuscrip  
fulfilled th  
sight repr  
time may  
completer  
structions  
machines  
forward th

The touris  
authentic  
souvenir  
ducible pi  
the sight  
ultimate a



"The old English word *travel* was originally the same as *travail* (meaning trouble, work, or torment) which in turn comes from the Latin *tripalium* (a three-staked instrument of torture).  
Daniel Boorstin

## Tourisms: suitcase Studies

Elizabeth Diller + Ricardo Scofidio

In distinguishing travel from the mediated and consoling experience of commercial tourism, Patrick Fermor predicts that in killing the thing that it loves, tourism will become so hellish that it will start to resemble a quest for a new kind of strenuousness and perhaps return full circle to the idea of travel.

In a time of rapid cultural assimilation in which mobility is replaced by the "absolute speed" of telecommunications, travel curiously remains a highly valued activity. However, in today's travel/tourism, relations between bodies, geographies, histories, and technologies have reconfigured.

In the conversion of *site* into *sight*, the *sightseer* must pay for his optical pleasure. His desire for authenticity, for example, in the case of the historic site, to stand on the *very* spot the general fell, to occupy the *actual* room in which the celebrity slept, to see the *original* manuscript later drafted into law, is fulfilled through a construction of site/sight representations in which historic time may be petrified, reenacted, or completely fictionalized. Some constructions of tourism overtly act as time machines thrusting us backward and forward through the present.

The tourist's accountability toward the authentic experience resides in the souvenir and the snapshot, both irreducible pieces of portable evidence of the sight having been seen. As the ultimate authenticating agent, the cam-

era collapses physical distance into the space between prescribed photo opportunities. Within that shallow space, tourism displaces the *unsightly* into a visual blind zone while freely transplanting attractions from donor sites into the reconstructed visual field. Onto this altered geography, tourism disperses the location of origin, the home, as a way of domesticating travel. "You'll feel right at home", is the reassuring advertising slogan of Caravan Tours.



Contemporary travel/tourism, parallels our new sensibility engendered by tele-technologies. It engages in a highly structured yet delirious free play of space and time in which our stability is simultaneously assured and thwarted.

As a traveling exhibition, the show's mobility parallels its theme. The exhibition travels in fifty identical Samsonite suitcases, the suitcase being the irreducible, portable unit of the home. In addition to transporting the *contents* of

the exhibition, the suitcases double as display cases for the *exhibition of their contents*. Further, the exhibition accepts its own role as attraction, implicating the museum as a complicitous agent in the tourist trade.

Beds and Battlefields: Two types of attractions feed on the tourist desire for authenticity and his abiding interest in the legacy of heroism. The *vacated* bed of the popular figure and the *vacated* landscape of the soldier are both imbued with "presence" however, presence that replaces immediacy with systems of representation.

The bed is the most private site of the body's inscription onto the domestic field. The tourist/voyeur, only permitted to peer through the door frame, confirming the official postcard view, is privileged to an enshrinement of the ordinary. Each artifact placed inside the sanitized field of vision is a marker that plays a precise narrative role in the *embodiment* of that public figure.

The battlefield, an otherwise undifferentiated ground, becomes an ideologically encoded landscape through the commemorative and hortatory function of the marker. As the marker inscribes the war onto material soil, it becomes the sight. Directed by a system of markers, the tourist/strategist participates in a *reenactment* of the battle by tracing the tragic space of conflict by foot or by car.

The construction of "aura" by the institution of tourism puts into motion a complex exchange of references between the sight and its supplements, in which the tourist, craving unmediated vision, may no longer need to distinguish one from the other.





- 1 CA: William Randolph Hearst's Bed, San Simeon State Historical Monument, California 1919-1947
- 2 FL: James Deering's Bed, Vizcaya Museum and Gardens, Miami, Florida 1914-1922
- 3 NY: Theodore Roosevelt's Birth Bed, Theodore Roosevelt Birthplace, New York, New York 1858
- 4 TX: Alamo Reenactment on the set of John Wayne's movie of 1959, Alamo Village, Texas
- 5 MA: Annual Renactment at Bunker Hill Monument, Boston, Massachusetts
- 6 NJ: Delaware River, Washington Crossing State Park, Washington Crossing, New Jersey 1776
- 7 IL: Ronald Reagan's Boyhood Bed, Ronald Reagan's Boyhood Home, Dixon, Illinois 1920
- 8 MI: Henry Ford's Bed, Greenfield Village, Michigan 1860
- 9 PA: Gettysburg National Park, Gettysburg, Pennsylvania 1863
- 10 GA: Chickamauga and Chattanooga National Military Park, Georgia 1863
- 11 HI: USS Arizona Memorial National Monument, Pearl Harbor, Hawaii 1941
- 12 NV: Liberace's Bed, Las Vegas, Nevada
- 13 NC: Thomas Wolfe's Bed, Thomas Wolfe House Museum, Asheville, North Carolina 1883
- 14 AZ: John C. Fremont's Bed, John C. Fremont House, Tucson, Arizona 1860
- 15 CO: Margaret Thatcher's Bed, Rosemount Victorian House Museum, Pueblo, Colorado 1893
- 16 OH: Thomas Edison's Birth Bed, Birthplace of Thomas Edison, Milan, Ohio 1847
- 17 MD: Antietam Battlefield National Monument, Sharpsburg, Maryland
- 18 MO: Harry S Truman's Bed, Harry S Truman Historic Site, Independence, Missouri, 1919
- 19 WI: Early Settler's Bed, Old World Wisconsin, Wisconsin 1865
- 20 LA: Fort Jackson, Triumph, Louisiana 1862
- 21 VA: Thomas Jefferson's Bed, Monticello, Virginia 1766
- 22 SC: Fort Sumter National Monument, Charleston, South Carolina 1861
- 23 KY: Perryville Battlefield State Shrine, Perryville, Kentucky 1862
- 24 AL: Horseshoe Bend National Military Park 1814, Alabama
- 25 MN: Sinclair Lewis' Bed, Sinclair Lewis Boyhood Home, Sauke Centre, Minnesota 1885
- 26 NB: Homesteader's Bed, Homestead National Monument, Beatrice, Nebraska 1867
- 27 WA: Steptoe Monument, Rosalie, Washington 1858
- 28 TN: Elvis' Bed, Elvis Jet, Graceland, Memphis, Tennessee
- 29 IN: Benjamin Harrison's Bed, President Benjamin Harrison Home, Indianapolis, Indiana 1875
- 30 OK: Custer's First Stand, Washita Battlefield, Cheyenne, Oklahoma 1868
- 31 OR: John "Father of Oregon" McLoughlin's Bed, McLoughlin House National Historic Site, Oregon City, Oregon 1850
- 32 CT: Mark Twain's Bed, Mark Twain House, Hartford, Connecticut 1870
- 33 NH: Franklin Pierce's Bed, Franklin Pierce Homestead, Hillsborough, New Hampshire 1804
- 34 AR: Pea Ridge National Military park, Arkansas 1862
- 35 IA: Herbert Hoover's Bed, Herbert Hoover National Historic Site, West Branch, Iowa 1874
- 36 ME: Frontiersman's Bed, New Sweden, Maine 1870
- 37 NM: Trinity Monument, Trinity Site, New Mexico 1945
- 38 UT: Brigham Young's Bed, Beehive House, Salt Lake City, Utah 1854
- 39 KS: Dwight D. Eisenhower's Bed, Dwight D. Eisenhower Center, Abilene, Kansas 1946
- 40 WV: Harper's Ferry National Park, Harper's Ferry, West Virginia 1862
- 41 MS: Vicksburg National Military Park, Vicksburg, Mississippi 1863
- 42 ID: Nez Pierce National Historic Park, Spaulding, Idaho 1877
- 43 VT: Calvin Coolidge's Birth Bed, Calvin Coolidge Birthplace, Plymouth Notch, Vermont 1872
- 44 RI: Samuel Wilbor's Bed, Wilbor House, Barn, and Quaker Meeting House, Little Compton, Rhode Island
- 45 WY: Fetterman Battle Monument, Wyoming 1866
- 46 DE: Henry Francis Dupont's Bed, Winterthur, Delaware 1926
- 47 SD: Big Foot Massacre Moutment, Wounded Knee Battlefield, Pine Ridge, South Dakota 1890
- 48 AK: Sitka Historic National Park, Sitka, Alaska 1804
- 49 MT: Custer's Last Stand, Crow Indian Reservation, Montana 1876
- 50 ND: General George Custer's Bed, Custer House, Fort Abraham Lincoln State Park, North Dakota 1873

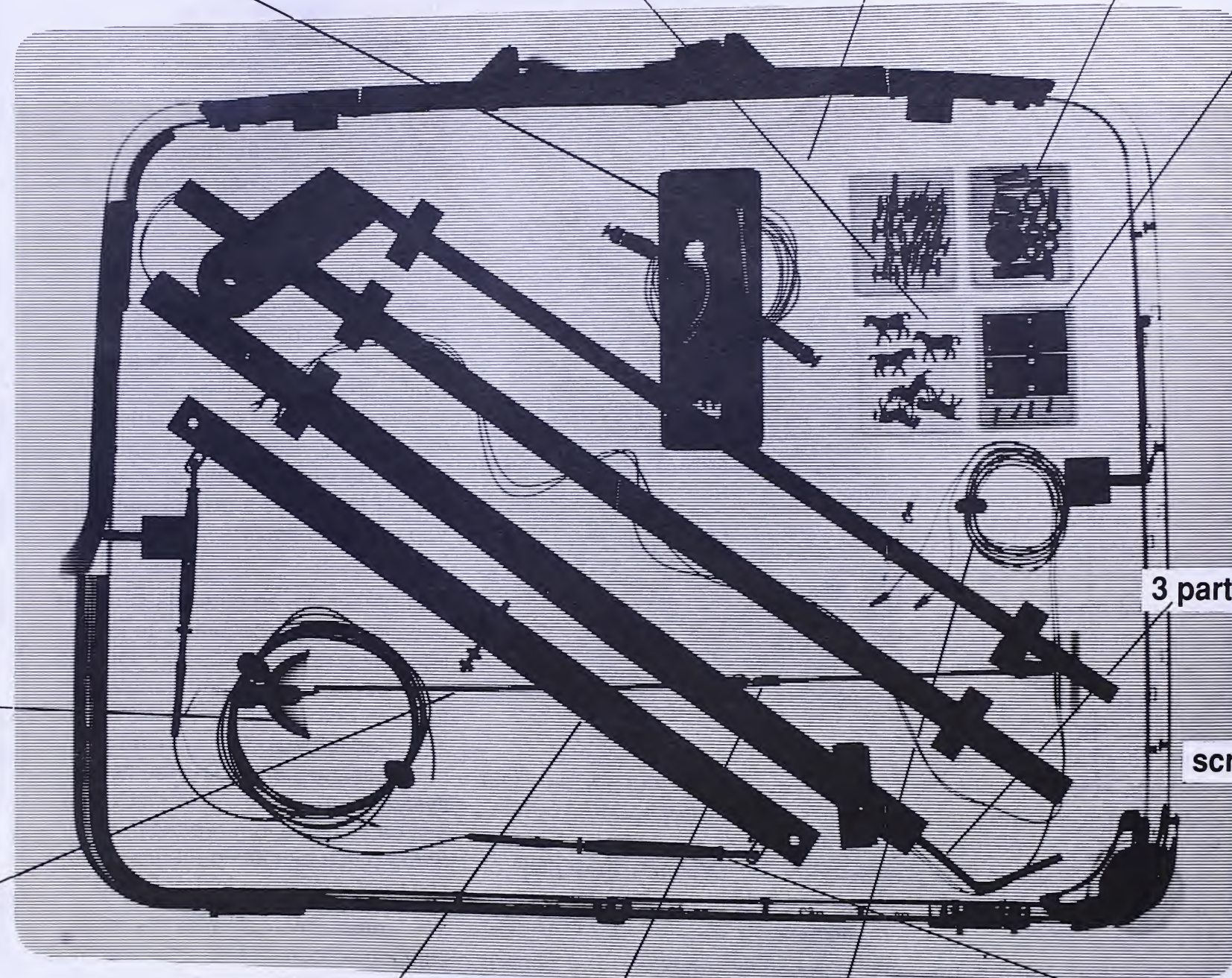
lead artillery and horses for battle formation  
box, assorted model components

scanned suitcase (typical battlefield) radiograph image

lid support/target line (30ft)

glass clips and screws

assorted hardware



halogen lamp

lamp support bracket

steel backing support bar

postcard clip

wiring for lamp

3 part telescoping

scraped mirror with etched ma

la(tex) compartment se

aircraft cable and turnbuckles

\*not detected by x-ray

10052

11053



graph image  
(ft)  
d screws  
hardware

po card\*  
telescopic suspension support

ped mirror with etched maps and notations\*

la(tex compartment separator\*

craft cable and turnbuckles (1 set of 2)

x-ray

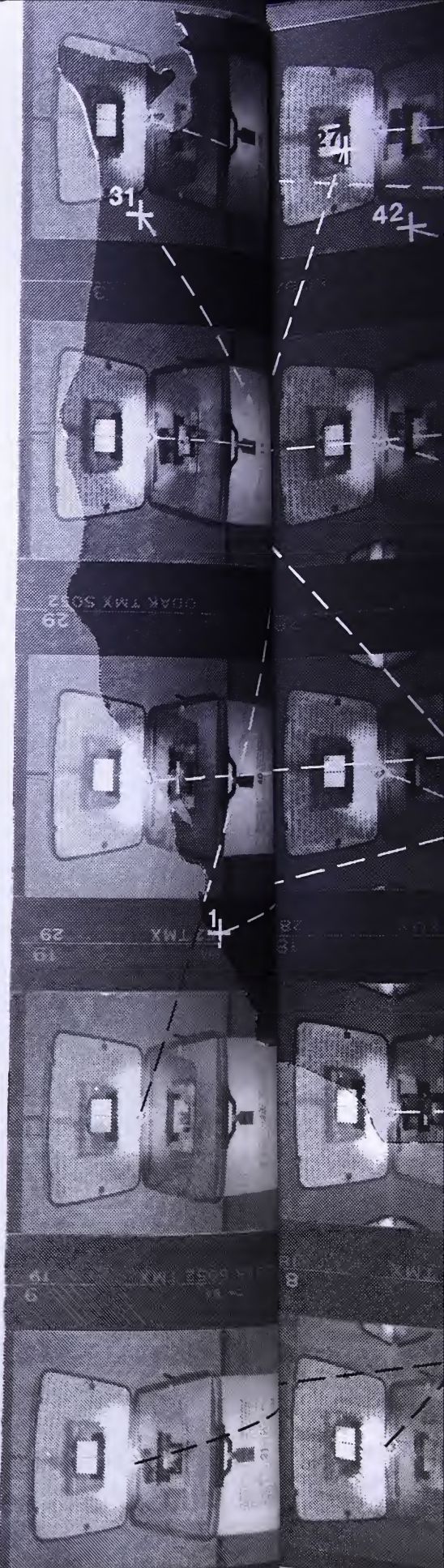
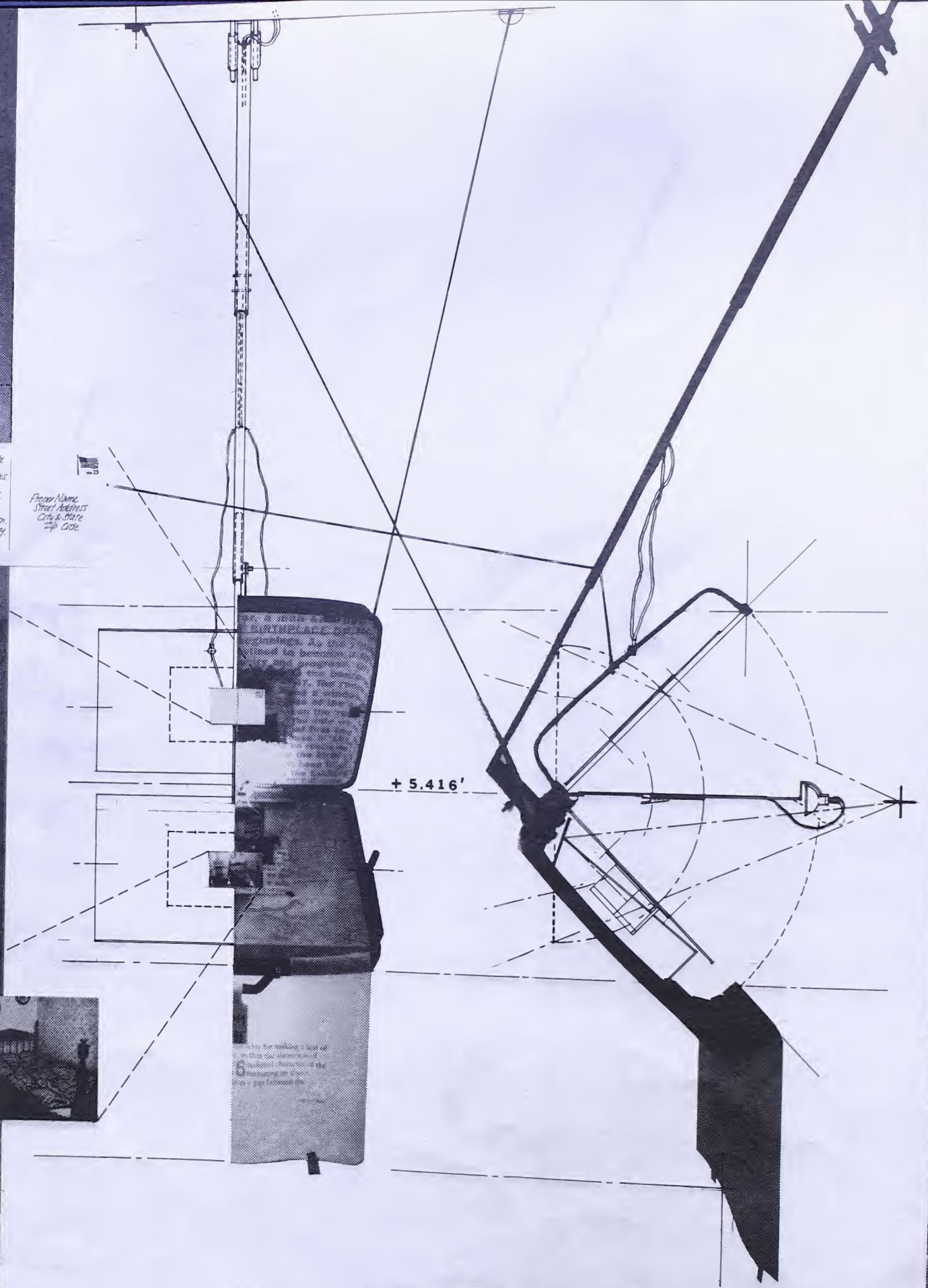
STUDIES





The Date  
The Lady's Name  
Arrival from mother  
The description of  
Sight The Travel  
Travelling Agent  
Downward The  
Weather description  
The domestic inquiry  
The clearing  
The signature

Phone Number  
Street Address  
City & State  
Zip Code



12054

+ SCOF 2107

13055









**1 CA** The Old English word 'travel' was originally the same word as 'travail' (meaning 'trouble', 'work' or 'torment') which in its turn comes from the popular Latin 'tripalium' (a three-staked instrument of torture).

**2 FL** Socrates said, to a man who claimed that he had returned home with nothing "It serves you right; you traveled with yourself."

**3 NY** Possibly no nation has been as uneasy in its country that has always held expatriation to be something of a misdemeanor, if not an actual offense to patriotism or a form of social betrayal, it has never freed itself from the sense of guilt apparently rooted in a society which originated in denigration and grew into its modern dimensions through incessant migration and restlessness.

**4 TX** Sex, beach and mountains ... Everything is destined to reappear as simulation. Landscapes as photographs ... Things seem only to exist by virtue of a strange destiny. You wonder whether the world itself isn't destined to serve as an advertising copy in some other world ... When the only physical beauty is created by plastic surgery, the only urban beauty by landscape surgery ...

**5 MA** The selection from the history of events, characters, relics, monuments or place associations, and the packaging and presentation of such a selection to the consumer has no direct relationship to 'authenticity'. Mythology, literature, folk memory and popular fantasy can also be led into the interpretation process called 'heritage'. Heritage is thus a contemporary created saleable experience, produced by the interpretation of history.

**6 NJ** The distinction between tourist and theorist is all the more difficult to sustain if one remembers that the first definition of the word 'theory' cited by the O.E.D. is 'a sight, a spectacle' from the Greek 'theoria'.

**7 IL** Interesting activities Percentage of travelers  
Experience the scenery 44  
Visit cities 41  
Visit historical places 34  
See the "wild west" 32  
Make purchases 31  
Take a restful vacation 24  
Enjoy the nightlife 22  
Visit museums 21  
Gamble 21  
Get to know the American people 21  
Visit the Rocky Mountains 20  
Spend time on beaches 18  
Go to sports events 9  
Demographic survey of activities that interest Japanese travelers planning a trip to the U.S.

**8 MI** We go more and more, not to see at all, but only to take pictures. Like the rest of our experiences, travel becomes a taxonomy. The more strenuously and self-consciously we work at enlarging our experience, the more pervasive the taxonomy becomes. Whether we seek models of greatness, or experience elsewhere on the earth, we look into a mirror instead of out of a window, and we see only ourselves.

**9 OH** The guided tour can be a useful relay for making a text of invention and critique at once, in that the alienation of the tourists from the sights, the mediated character of the experience, with the souvenirs constituting an abject discourse, precisely intervenes as a gap between the person and the monuments.

**10 GA** Tourism is an institutional practice which assures the tourist's allegiance to the state through an activity which discreetly effaces whatever grievances, discontent or alienation that the tourist might have left in regards to society. The tourist enslaves himself at the very moment he believes himself to have attained the greatest liberty.

**11 HI** The very word vacation comes from the Latin 'vacare', 'to leave (one's house) empty', and emphasizes the fact that we cannot properly vacation at home.

**12 NV** Anti-Jet-Lag Formula helps your body adjust to new time zones. Contains amino acids and vitamins. Two or twelve day supply. \$5.95 Inflatable Neck Pillow Great for planes and trains. Has washable cover. \$9.95 Pack towel weighs less than 2oz. but absorbs 10 times its weight in liquids. Quick drying too.

**13 NC** First, To make curious Collections as Natural Philoprophs, Virtuists, or Antiquarians. Secondly, To improve in Painting, Statuary, Architecture, and Music. Thirdly, To obtain the Reputation of being Men of Vertu, and of an elegant Taste. Fourthly, To acquire foreign Aurs, and adorn their dear Persons with fine Cloaths and new Fashions, and their Conversations with new Phrases. Or, Fifthly, To rub off local Prejudices and to acquire that enlarged and impartial View of Men and Things, which no single country can afford. -There, I say, are the principal Inducements for modern travelling...

**14 AZ**  $T/t = GPA/Dj$   
 $T/t$  = some measure of tourist travel between origin / and destination /  
 $G$  = proportionality constant  
 $P/t$  = propensity to travel at origin /  
 $A/t$  = attractiveness or capacity of destination /  
 $D/t$  = distance between / and /  
formula used to forecast tourism based on Newton's Law of Gravitation

**15 CO** His name is Howard Robard Hughes. He is the accelerator. He flew around the world in record breaking time. He closed the big circle. Superspeed brought him to the eye of the cyclone. Motion stopped. Ice Station Zebra. He never goes out. He watches television. He watches motion pictures. He defies gravity. He is the Spruce Goose. He travels as quickly as his thoughts. He owns many jets and a fleet of Chevies. His apartments are everywhere. His headquarters are 7000 Romaine street. No one can find him.

**16 OH** The guided tour can be a useful relay for making a text of invention and critique at once, in that the alienation of the tourists from the sights, the mediated character of the experience, with the souvenirs constituting an abject discourse, precisely intervenes as a gap between the person and the monuments.

**17 MD** ... Certain spatial metaphors are equally geographical and strategic, which is only natural since geography grew up in the shadow of the military. The region of the geographers is the military region (from 'regere', to command), a province is a conquered territory (from 'vincere'). Field evokes the battlefield ...

**18 MO** The very concept of 'the voyage' is a domestication, in that it domesticates one's travelling like the Aristotelian plot into a beginning, a middle and an end. In the case of the tourist, the beginning and the end are the same place: home. It is in relation to this home or domus then, that everything which falls into the middle can be domesticated.

**19 WI** Mais les vrais voyageurs sortent de leurs seules qui partent / pour partir.

**20 LA** Traveling makes men wiser, but less happy. When men of sober age travel, they gather knowledge which they may apply usefully for their country, but they are subject ever after to recollections mixed with regret; their affections are weakened by being extended over more objects; and they learn new habits which cannot be gratified when they return home.

**21 VA** The past appears to best advantage in renovated relics of everyday activities: grist mills at historic reconstructions always function, printshops unalteredly turn out facsimile broadsides, medieval herb gardens seem invariably fruitful; nothing needs to be fixed, raked, painted; there is no dung, no puddles, no weeds. Nature's normal vicissitudes and mankind's customary tribulations seldom afflict life in the past as we portray it. In the sanctified American past even slaves are watched: porch columns and chimneys raise the restored slave quarters to the standard of overseas dwellings. The only thing that holds us back, complains a promoter, 'is some of those old relics who live in town.'

**22 SC** To the American, the landscape of the 1980s seems saturated with 'creeping heritage' - mansarded and half timbered shopping plazas, exposed brick and butcherblock decor in historic precincts, heritage villages, historic preservation; we moderns have so devoted the resources of our science to taxonomy that there is now virtually nothing that is not considerably more lively after death than it was before.

**23 KY** The holidaymaker H-M1 is assumed to have a level of attainment (vertical line a-a) and level of awareness (horizontal line b-b). H-M1's attainable opportunity set is all holidays to the left of line a-a. Similarly, all holidays above line b-b represent H-M1's perceived set. The realisable set is therefore the area bounded within b-b and the x and y axes. H-M1 is therefore aware of opportunities H14, H15, H24 and H25 but, falling outside the attainable set, they are not realisable. In the same way opportunities H41, H42, H51 and H52 can be attained but as H-M1 is unaware of them they too cannot be realised.

**24 AL** What I prefer about postcards, is that one does not know what is the front or what is the back, here or there, near or far, the Plato or the Socrates, recto or verso.

**25 MN** Travelers can be categorized according to psychographic segments distributed along a spectrum extending, at one pole, from the 'psychocentric' (inhibited, nonadventurous travelers) to the 'allocentric' traveler demanding change and adventure. The bulk of travelers fit into the intermediate area, the 'mid-centric'. There are five basic motivations for leisure travel, with the following distribution: Life is too short 35%, Add interest to life 30%, Need to unwind 29%, Ego support 4%, Sense of self-discovery 4%, demographic survey. S. Plog

**26 NB** Travel is a vanishing act, a solitary trip down a pinched line of geography to oblivion. But a travel book is the opposite, the loner bouncing back bigger than life to tell the story of his experiment with space.

**27 WA** In tourist settings between front and back there is a series of special spaces designed to accommodate tourists and to support their beliefs in the authenticity of their experiences.

**28 TN** Supermarket, Niagara Falls, Ranch, Weekend, 4 OK, Drugstore, Cowboy, Hot Dog, Musicals, Jeep, Shack Bar, Jazz, Grand Canyon, Cola, Bar-B-Que, Pop, On the Rocks, Rodio, Cheating Gum

**29 IN** A great part of the pleasure of travel lies in the fulfillment of early wishes to escape the family and especially the father.

**30 OK** ... It suggests that there is a constant in the average American imagination and taste, for which the past must be preserved and celebrated in full-scale authentic copy; a philosophy of immortality as duplication.

**31 OR** The Blue Guide hardly knows the existence of scenery except under the guise of the picturesque. The picturesque is found any time the ground is uneven.

**32 CT** There is a reaction against the increasing uniformity which is manifesting itself at tourist destinations, where regardless of country, the tourist stays in identical hotels, lives identical lives, hires identical cars and watches identical American films on the television. Yet the same tourist is the first to complain if his own language is not spoken, the standards of comfort to which he is accustomed at home are not met or if the native diet is alien to his digestion.

**33 NH** Sarah Krachnov, a modern heroine, is the American grandmother who flew back and forth across the Atlantic 167 times without ever leaving the plane or the hotel room, in an effort to defend her grandson from the psychiatrists. After six months, she died of jet lag.

**34 AR** To be an American is to live next to made things, most of which are no older than you are. Thus, the impression that the world began about the time you did reinforces the illusion that your mastery over existence is potentially without limits, almost infinite.

**35 IA** Travel cannot be thought in isolation, for it inevitably resists any confining definition (to define from 'define' - the setting up of boundaries, enclosures) since it can only be thought of as a crossing of boundaries.

**36 ME** I have had a fantasy about an ideal vacation in which I become completely rested by taking what I've read of as a sleep cure, during which an individual is kept asleep with drugs for an extended period of time (two weeks or so). That appealed to me as a way to be really rested.

**37 NM** Recovery from a westbound trip is in fact from 30% to 50% swifter than from an eastbound one. Although no one is quite certain why east to west flights cause less circadian rhythm disruption than west to east flights, it is surmised that gaining time, rather than losing time, is easier for the human body to handle.

**38 UT** .. Because the consumers want to be thrilled not only by the guarantee of the Good but also the shudder of the Bad ... thus, on entering his cathedrals of comic reassurance, the visitor will remain uncertain whether his final destiny is hell or heaven...

**39 KS** Don't forget to pack your peace of mind advertisement, American Express Traveler's Cheques

**40 WV** Welcome to the truth in travel ... facts that make the dream come true ... you'll discover how to shop where Lady Di shops ... to surf where Mick Jagger surfs ... vacation where the famous go to hide advertisement, New York Times

**41 MS** Three things are weakening: fear, sin and travel.

**42 ID** Would you like to ski the top of a mountain, but your snowed under with work? Do you dream of a vacation at the bottom of the ocean, but you can't float the bill? Have you always wanted to climb the mountains of Mars, but now you're over the hill? Then come to Rekaal incorporated where you can buy the memory of your ideal vacation cheaper, safer and better than the real thing so don't let life pass you by, call Rekaal for the memory of a lifetime.

**43 VT** The camera may be the final agent of colonisation that constructs the rest of the world and its peoples as the picturesque to be captured and possessed by the photographer/tourist ... yet he or she is also part of it: the view also constructs and possesses the viewer just as much as it is constructed by him or her.

**44 RI** The key figure in the early allegory is the corpse; the key figure in the later allegory is the souvenir.

**45 WY** ... You'll feel right at home advertisement, Caravan Tours

**46 DE** Females tend to use more landmarks and districts in order to obtain the feel of the city while males utilize the street system and the narrative of defining, as the circuitous trajectory around the periphery that plants the boundary markers prior to any possible recognition of the place of enclosure.

**47 SD** On souvenirs ... 'Sight sacralization' is the touristic process of simplifying some presumed national identity and reducing it to a handy bit of portable, saleable shorthand.

**48 AK** The sign inevitably attracts attention to itself as it attracts attention to the sight. But it is also what comes to fill a deficiency intrinsic to the sight for without the marker, the sight cannot attract attention to itself, cannot be seen and thereby cannot be a sight, as each marker stands for the other, indecitably replacing it and adding to it.

**49 MT** Modern tourism accounts for the single largest peaceful movement of people across cultural boundaries in the history of the world.

**50 ND** The world is a book; he who stays at home reads only one page.

**29** A great part of the pleasure of travel lies in the fulfillment of early wishes to escape the family and especially the father.

**30** ... It suggests that there is a constant in the average American imagination and taste, for which the past must be preserved and celebrated in full-scale authentic copy; a philosophy of immortality as duplication.

**31** The Blue Guide hardly knows the existence of scenery except under the guise of the picturesque. The picturesque is found any time the ground is uneven.

**32** There is a reaction against the increasing uniformity which is manifesting itself at tourist destinations, where regardless of country, the tourist stays in identical hotels, lives identical lives, hires identical cars and watches identical American films on the television. Yet the same tourist is the first to complain if his own language is not spoken, the standards of comfort to which he is accustomed at home are not met or if the native diet is alien to his digestion.

**33** Sarah Krachnov, a modern heroine, is the American grandmother who flew back and forth across the Atlantic 167 times without ever leaving the plane or the hotel room, in an effort to defend her grandson from the psychiatrists. After six months, she died of jet lag.

**34** To be an American is to live next to made things, most of which are no older than you are. Thus, the impression that the world began about the time you did reinforces the illusion that your mastery over existence is potentially without limits, almost infinite.

**35** Travel cannot be thought in isolation, for it inevitably resists any confining definition (to define from 'define' - the setting up of boundaries, enclosures) since it can only be thought of as a crossing of boundaries.

**36** I have had a fantasy about an ideal vacation in which I become completely rested by taking what I've read of as a sleep cure, during which an individual is kept asleep with drugs for an extended period of time (two weeks or so). That appealed to me as a way to be really rested.

**37** Recovery from a westbound trip is in fact from 30% to 50% swifter than from an eastbound one. Although no one is quite certain why east to west flights cause less circadian rhythm disruption than west to east flights, it is surmised that gaining time, rather than losing time, is easier for the human body to handle.

**38** .. Because the consumers want to be thrilled not only by the guarantee of the Good but also the shudder of the Bad ... thus, on entering his cathedrals of comic reassurance, the visitor will remain uncertain whether his final destiny is hell or heaven...

**39** Don't forget to pack your peace of mind advertisement, American Express Traveler's Cheques

**40** Welcome to the truth in travel ... facts that make the dream come true ... you'll discover how to shop where Lady Di shops ... to surf where Mick Jagger surfs ... vacation where the famous go to hide advertisement, New York Times

**41** Three things are weakening: fear, sin and travel.

**42** Would you like to ski the top of a mountain, but your snowed under with work? Do you dream of a vacation at the bottom of the ocean, but you can't float the bill? Have you always wanted to climb the mountains of Mars, but now you're over the hill? Then come to Rekaal incorporated where you can buy the memory of your ideal vacation cheaper, safer and better than the real thing so don't let life pass you by, call Rekaal for the memory of a lifetime.

**43** The camera may be the final agent of colonisation that constructs the rest of the world and its peoples as the picturesque to be captured and possessed by the photographer/tourist ... yet he or she is also part of it: the view also constructs and possesses the viewer just as much as it is constructed by him or her.

**44** The key figure in the early allegory is the corpse; the key figure in the later allegory is the souvenir.

**45** ... You'll feel right at home advertisement, Caravan Tours

**46** Females tend to use more landmarks and districts in order to obtain the feel of the city while males utilize the street system and the narrative of defining, as the circuitous trajectory around the periphery that plants the boundary markers prior to any possible recognition of the place of enclosure.

**47** On souvenirs ... 'Sight sacralization' is the touristic process of simplifying some presumed national identity and reducing it to a handy bit of portable, saleable shorthand.

**48** The sign inevitably attracts attention to itself as it attracts attention to the sight. But it is also what comes to fill a deficiency intrinsic to the sight for without the marker, the sight cannot attract attention to itself, cannot be seen and thereby cannot be a sight, as each marker stands for the other, indecitably replacing it and adding to it.

**49** Modern tourism accounts for the single largest peaceful movement of people across cultural boundaries in the history of the world.

**50** The world is a book; he who stays at home reads only one page.